



Call to Action

DEX/Direct Store Delivery Workgroup

October 2011

1.0 Purpose

A workgroup is proposed to revise the current UCS for Direct Store Delivery Implementation and User Guide. The guideline, developed in the late 1990's, has a focus on in-store delivery using the GS1 US Uniform Communication Standard for electronic commerce. There are two parts to the standard – DEX/UCS (Direct EXchange) linking the computers of supplier and retailer at the store backdoor and NEX/UCS (Network EXchange) linking office computers using telephone/data lines.

The DEX physical connector makes use of a standard phone plug and jack for which connectivity protocol specifications were developed. Information is conveyed between the trading parties using the 894 Delivery/Return Base Record as the originating transaction and the 895 Delivery/Return Acknowledgment or Adjustment transaction set as the response.

The business cases for establishing this workgroup include:

- Since DEX was originally developed, new wireless technologies (e.g. WiFi, Bluetooth, etc.) have evolved which offer new and/or enhanced communication capabilities between trading parties;
- DEX usage continues primarily with the larger retailers. Enablement of newer, more user-friendly technologies could increase its viability for smaller enterprises;
- Consumer Goods suppliers and retailers are experiencing challenges interfacing with their trading partners using DEX;
- There are growing informational demands, including consumer-requested and government mandates (e.g. product traceability, governmental notices, tax changes, product country of origin, etc.) being placed on the information flow between the supplier and retailer.
- There has recently been growing interest in using the 856 Ship Notice/Manifest and 857 Shipment and Billing Notice within the DEX and DSD business scenarios, and the use of the GS1 SSCC (Serial Shipping Container Code) for pre-sell of pallet product.



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2.0 Objective/Scope

The objectives of this Workgroup are to:

- Consider adopting new wireless protocol(s), such as WiFi, Bluetooth, etc. for use within DEX. This includes identifying the proposed DEX protocol changes, costs, return on investment timeframe(s), benefits, and migration plans in support of the Direct Store Delivery business processes. This also includes support processes, such as printing.
- Review and discuss current and proposed information flows in the 894 Delivery/Return Base Record and the 895 Delivery/Return Acknowledgment or Adjustment transaction sets, and where such information is best suited. Topics include:
 - Product traceability (product dates, lot numbers, country of origin, etc.)
 - Invoice-related mandates by federal, state and local governments, such as
 - Conformity statement (USDA Perishables Agricultural Commodities Act)
 - State tax reporting
 - Municipality tax reporting
 - County tax reporting
 - GS1 SSCC
 - Use of the 894 transaction set as an invoice document from which the buyer remits funds versus its use as a record of product delivery;
- Review and discuss the 894/895 Direct Store Delivery business processes (DEX and NEX) and the purpose, scope, and usage of the 856 Ship Notice/Manifest and 857 Shipment and Billing Notice transaction sets within DSD.
- Revise and update the UCS Direct Store Delivery Implementation and User guide.

3.0 Scope Constraints

- The work will be based on the GS1 US for Direct Store Delivery Implementation and User Guide.



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4.0 Expertise Required

This is a call for business information, technology and supply chain experts in the following topics/sectors which will be covered in this workgroup:

- Supplier community using the current DEX processes
- Supplier community desiring to participate in DEX
- Grocery/Retail community using the current DEX processes
- Grocery/Retail community desiring to participate in DEX
- DEX handheld and receiving system solution partners
- Parties with expertise in data communication protocols appropriate for handheld devices

5.0 Distribution for Call to Action

You are welcome to forward this **Call to Action** to others that could be interested in joining this Workgroup. We are looking for broad participation in this initiative, which will include individuals, individual companies and associations.

6.0 Sessions

The Workgroup is responsible for scheduling meetings to accomplish their work. Sessions are defined as teleconference or physical meetings, if needed. All meetings include the GS1 US Anti-Trust Caution statement.

7.0 Timeline

An initial kick-off/introductory conference call to fully brief all participants on the objectives and working team activities will be held on a date to be determined.

A regular meeting schedule will be developed by the group participants.



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8.0 Known Participants

The Workgroup Project Manager will be designated at time of start-up.

Key guidance will be provided by:

Ann Dozier	Dean Foods
Brian Schulte	Intermec
Brian Mullaly	Elyxir Distributing
Brian Turetzky	Publix Supermarkets
Laraine Schamel	Publix Supermarkets
Lucritia Bradford	Publix Supermarkets
Sue Heitshusen	RedPrairie
Steve Rosenberg	GS1 US

9.0 Teleconferences

The DEX Direct Store Delivery Workgroup teleconference/web meeting information will be provided at a future date.

10.0 Agendas and Minutes

All documents will be maintained in the GS1 US Community Room.

Agendas will be provided prior to each meeting, and minutes will be provided after each meeting.

11.0 How to Apply

For more information about the initiative, contact Steven Rosenberg, the GS1 US representative.

If you are interested in participating in this initiative and have not provided your contact information in the survey or as a response to other emails, send the following information to Steve Rosenberg at srosenberg@gs1us.org by November 11, 2011:

Name
Address (Include Street, City, State/Province, and Country)
Company Name
Phone Number
Email address
Type of company (software/solution partner, distributor, retailer, supplier, etc.)